

Buy Detail Report

Revision #: Date: 10/26/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/5/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

Vendor: KSTU-TV
5020 West Amelia Earhart Dr.
Salt Lake City, UT 84116
Contact: Jeff Bruderer
E-Mail: jeff.bruderer@fox13now.com
Phone: 801-536-1305 801-856-1611 C
Fax: 801-536-1334

Vendor Code: kstutv
Send Billing To: Love Communications
546 S. 200 W
Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Dur | Wks 9/24 | 10/1 | 10/15 | 10/22 | 10/29 | 11/5 | Total Spots | Adults 25-64 Rtg/CPP |
|----------------|-----------------------------------------------------|--------------|-----------|----------|-----|----------|------|-------|-------|-------|------|-------------|-----------------------------|
| KSTU-TV | | | | | | | | | | | | | |
| 1 | MTuWThF 5:30a- 6:00a Fox 13 Good Day Utah 5:30am | EM | \$125.00 | \$106.25 | 30 | 2 | 2 | 2 | 2 | 0 | 0 | 8 | 1.5 \$83.33 \$70.83 |
| 2 | MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am | EM | \$300.00 | \$255.00 | 30 | 0 | 1 | 1 | 1 | 0 | 0 | 3 | 2.0 \$150.00 \$127.50 |
| 2-1 | M 6:00p- 7:00p SIMPSONS/30 ROCK | EM | \$300.00 | \$255.00 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2.0 \$150.00 \$127.50 |
| 3 | MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am | EM: 15 | \$150.00 | \$127.50 | 15 | 2 | 2 | 2 | 2 | 0 | 0 | 8 | 2.0 \$75.00 \$63.75 |
| 4 | MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am | EM | \$300.00 | \$255.00 | 30 | 1 | 1 | 2 | 2 | 0 | 0 | 6 | 1.5 \$200.00 \$170.00 |
| 5 | MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am | EM: 15 | \$150.00 | \$127.50 | 15 | 2 | 2 | 1 | 1 | 0 | 0 | 6 | 1.5 \$100.00 \$85.00 |
| 6 | MTuWThF 8:00a- 9:00a Fox 13 Good Day Utah 8am | EM: 15 | \$150.00 | \$127.50 | 15 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 1.5 \$100.00 \$85.00 |
| 7 | MTuWThF 5:30p- 6:00p Fox News at 530P | EN | \$300.00 | \$255.00 | 30 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 1.5 \$200.00 \$170.00 |
| 9 | MTuWTh 9:00p-10:00p | LN:1 5 | \$500.00 | \$425.00 | 15 | 1 | 2 | 2 | 2 | 0 | 0 | 7 | 3.5 |

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| KSTU-TV | | | | | | | | | | | | | |
| | Fox News at Nine | | | | | | | | | | | | \$142.86 |
| | | | | | | | | | | | | | \$121.43 |
| 9-1 | F 9:00p-10:00p | LN:1 5 | \$500.00 | \$425.00 | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 3.5 |
| | AVG. ALL WKS | | | | | | | | | | | | \$142.86 |
| | | | | | | | | | | | | | \$121.43 |
| 10 | Tu 7:00p- 8:00p | PT | \$2,500.00 | \$2,125.00 | 30 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 6.5 |
| | Glee | | | | | | | | | | | | \$384.62 |
| | | | | | | | | | | | | | \$326.92 |
| 11 | Sa 7:00a- 9:00a | EM: 15 | \$125.00 | \$106.25 | 15 | 1 | 1 | 1 | 1 | 0 | 0 | 4 | 2.0 |
| | Good Day Utah Weekend Edition - Saturday | | | | | | | | | | | | \$62.50 |
| | | | | | | | | | | | | | \$53.13 |
| 12 | Su 7:00a- 9:00a | EM: 15 | \$125.00 | \$106.25 | 15 | 1 | 1 | 1 | 1 | 0 | 0 | 4 | 2.0 |
| | Good Day Utah Weekend Edition - Sunday | | | | | | | | | | | | \$62.50 |
| | | | | | | | | | | | | | \$53.13 |
| 13 | Su 9:00p-10:00p | LN:1 5 | \$500.00 | \$425.00 | 15 | 1 | 1 | 1 | 1 | 0 | 0 | 4 | 3.0 |
| | Fox News at Nine | | | | | | | | | | | | \$166.67 |
| | | | | | | | | | | | | | \$141.67 |
| 74 | MTuWThF 5:30a- 6:00a | EM | \$138.00 | \$117.30 | 15 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 1.5 |
| | Fox 13 Good Day Utah 5:30am | | | | | | | | | | | | \$92.00 |
| | | | | | | | | | | | | | \$78.20 |
| 75 | MTuWThF 6:00a- 7:00a | EM | \$525.00 | \$446.25 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2.0 |
| | Fox 13 Good Day Utah 6am | | | | | | | | | | | | \$262.50 |
| | | | | | | | | | | | | | \$223.13 |
| 76 | MTuWThF 6:00a- 7:00a | EM | \$525.00 | \$446.25 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2.0 |
| | Fox 13 Good Day Utah 6am | | | | | | | | | | | | \$262.50 |

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| KSTU-TV | | | | | | | | | | | | | |
| 77 | MTuWThF 7:00a- 8:00a | EM: 15 | \$263.00 | \$223.55 | 15 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | \$223.13 1.5 |
| | Fox 13 Good Day Utah 7am | | | | | | | | | | | | \$175.33 \$149.03 |
| 78 | MTuWThF 7:00a- 8:00a | EM | \$525.00 | \$446.25 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1.5 \$350.00 \$297.50 |
| | Fox 13 Good Day Utah 7am | | | | | | | | | | | | 1.5 |
| 79 | MTuWThF 8:00a- 9:00a | EM: 15 | \$263.00 | \$223.55 | 15 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | \$175.33 \$149.03 |
| | Fox 13 Good Day Utah 8am | | | | | | | | | | | | 1.5 |
| 81 | MTuWThF 5:30p- 6:00p | EN | \$550.00 | \$467.50 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1.5 \$366.67 \$311.67 |
| | Fox News at 530P | | | | | | | | | | | | 1.5 |
| 82 | MTuWThF 5:30p- 6:00p | EN:1 5 | \$275.00 | \$233.75 | 15 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | \$183.33 \$155.83 |
| | Fox News at 530P | | | | | | | | | | | | 2.0 |
| 83 | Sa 7:00a- 9:00a | EM: 15 | \$235.00 | \$199.75 | 15 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | \$117.50 \$99.88 |
| | Good Day Utah Weekend Edition - Saturday | | | | | | | | | | | | 2.0 |
| 84 | Su 7:00a- 9:00a | EM: 15 | \$235.00 | \$199.75 | 15 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | \$117.50 \$99.88 |
| | Good Day Utah Weekend Edition - Sunday | | | | | | | | | | | | 1.5 |
| 101 | MTuWThF 5:30p- 6:00p | EN:1 5 | \$150.00 | \$127.50 | 15 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | \$100.00 |
| | Fox News at 530P | | | | | | | | | | | | |

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| KSTU-TV | | | | | | | | | | | | | |
| 106 | M 6:00a- 7:00a Fox 13 Good Day Utah 6am | EM | \$525.00 | \$446.25 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | \$85.00 2.2 \$238.64 \$202.84 |
| 107 | M 5:30p- 6:00p Fox News at 530P | EN | \$550.00 | \$467.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1.6 \$343.75 \$292.19 |
| 135 | Sa 9:00p-10:00p FOX NEWS AT 9 | LN | \$1,100.00 | \$935.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2.8 \$392.86 \$333.93 |
| 137 | Su 5:00p- 5:30p FOX NEWS SU 5P | EN | \$495.00 | \$420.75 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1.2 \$412.50 \$350.63 |
| Total Spots: | | | | | | 17 | 16 | 13 | 13 | 13 | 2 | 74 | |
| Total GRP/GIMP(Mil): | | | | | | 38.5 | 32.0 | 27.5 | 27.5 | 22.5 | 3.8 | | 151.8 |
| Total CPP/CPM: | | | | | | | | | | | | | \$152.45 \$129.58 |
| Total Cost: | | | \$23,142.00 | \$19,670.70 | | | | | | | | | |

Disclaimer:

Added

[Signature]
For KSTU